

CLAIMS

1. A process for storing and accessing information from publishers electronically, comprised of the following:

- (a) providing each media article with an alphanumeric code having regions in the code for publication source, publication date, article identification;
- (b) caching each article using the code as an address in a table; and
- (c) associating the code with each article published to allow for retrieval of the article through accessing the table.

2. The process for accessing information from publishers electronically wherein the alphanumeric code is from about 7 to about 20 digits in length.

3. The process for storing and accessing information from publishers electronically wherein the alphanumeric code is printed or affixed to each article contained in the table.

4. The process for retrieving, storing and accessing information from publishers electronically (claim 1) wherein the table is arranged to allow for article retrieval by addressing through the alphanumeric code.

5. The process for storing and accessing information from publishers electronically claim 1 wherein each article having the alphanumeric code is stored in a cache and is accessible through a common link.

6. The process for storing and accessing information from publishers electronically of claim 1 wherein the process further comprises creating a retrieval website that assesses a fee to users for each article accessed from the cache and searched through the alphanumeric code.

7. The process for storing and accessing information from publishers electronically of claim 6 wherein the process further comprises configuring the retrieval website to provide for targeted advertising.

8. The process for storing and accessing information from publishers electronically of claim 6 wherein the retrieval website tracks articles accessed to provide for a copyright fee to each publisher whose article was copied, from the access fee charged to the user.

9. A process for linking print and online media and storing information electronically, comprised of the following:

- (a) assigning a nine-digit alphanumeric code to every article and matching that code in the process's table with a specific URL containing an electronic version of the article;
- (b) printing each nine-digit code next to the appropriate article in the printed publication;
- (c) allowing a user to enter the nine-digit alphanumeric code into a table query, wherein the query returns the article from a stored cache, thereby the system;

- (d) storing articles electronically in a master table;
- (e) maintaining a list of those articles in the personal tables of users who requested it;
- (e) creating a transaction clearinghouse table that allows users to get licensed content without registering at many different publishers sites;
- 5 (f) creating a master content table that allows for targeted advertising, and efficient storage;
- (g) allowing for the creation of such statistics as are needed to determine which articles are clipped from which types of users; and
- (h) allowing for a central transaction clearinghouse for articles that will collect money
- 10 from users and then, after taking a fee, compensate the original publishers – by which method users can avoid registering at many different web sites.
10. A process for storing and accessing information from publisher's server storage electronically, comprising:
- (a) providing each media article with an alphanumeric code having regions in the code for publication source, publication date, article identification;
- 15 (b) caching each article using the code as a local file identifier in a relational database management system (RDMS) table; and
- (c) associating the code with each article published to allow for retrieval of the article through accessing the table.
- 20 11. The process for storing and accessing information from publisher's server storage electronically of claim 10, wherein the alphanumeric code is from about 7 to about 20 digits in length.
- 25 12. The process for storing and accessing information from publisher's server storage electronically of claim 10, wherein the alphanumeric code is printed or affixed to each article contained in the table.
13. The process for storing and accessing information from publisher's server storage electronically of claim 10, wherein the RDMS is arranged to allow for article retrieval by addressing through the article's alphanumeric code.
- 30 14. The process for storing and accessing information from publisher's server storage electronically of claim 10, wherein each article having the alphanumeric code is identified in a single table and is accessible through a common link.
- 35 15. The process for storing and accessing information from publisher's server storage electronically of claim 10, wherein the process further comprises creating a retrieval website that assesses a fee to users for each article accessed from the cache and searched through the alphanumeric code.

16. The process for storing and accessing information from publisher's server storage electronically of claim 10, wherein the process further comprises configuring the retrieval website to provide for targeted advertising.

5 17. The process for storing and accessing information from publisher's server storage electronically of claim 10, wherein the retrieval website tracks articles accessed to provide for a copyright fee to each publisher whose article was copied, from the fee charged to the user.